

# Privacy Policy

Effective Date: May 6th, 2024

Welcome to Bespoke Health and Wellness, PLLC. Your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal and health information in compliance with applicable laws, including the **Health Insurance Portability and Accountability Act (HIPAA)**. By using our website and services, you consent to the terms of this Privacy Policy.

## 1. Information We Collect

We may collect the following types of information when you visit our website, schedule an appointment, or use our services:

### A. Personal Information

- Name
- Date of birth
- Contact details (phone number, email, mailing address)
- Billing and payment information

### B. Health Information (Protected Health Information - PHI)

- Medical history and conditions
- Treatment details
- Prescription and lab results
- Insurance information

### C. Website & Usage Data

- IP address
- Browser type and device information
- Pages visited and interaction with our website

## 2. How We Use Your Information

We use your information to:

- Provide medical care and manage your health records
- Schedule and confirm appointments
- Process payments and insurance claims
- Send health-related communications (with your consent)
- Improve website functionality and user experience

We do **not** sell or share your personal or health information for marketing purposes without your explicit consent.

## 3. How We Protect Your Information

We take security seriously and implement safeguards to protect your data, including:

- **Encryption** for sensitive information
- **Secure servers** and access controls
- **HIPAA-compliant systems** for storing and transmitting health records

Despite our efforts, no system is 100% secure. If a data breach occurs, we will notify you as required by law.

## 4. Your Rights Under HIPAA

As a patient, you have the right to:

- Access your medical records and request copies
- **Request corrections** to inaccurate information
- Limit certain uses and disclosures of your information
- **Obtain a list of disclosures** made outside of treatment, payment, or healthcare operations
- **File a complaint** if you believe your privacy rights have been violated

## 5. Sharing Your Information

We only share your information when necessary to:

- Provide medical treatment
- Process payments through insurance providers
- Comply with legal obligations (e.g., subpoenas, public health reporting)
- Improve operations through HIPAA-compliant third-party services

We will never sell your information to third parties.

## 6. Cookies & Tracking Technologies

Our website may use cookies & tracking tools to improve user experience. Manage cookie preferences through your browser settings.

## 7. Third-Party Links

Our website may contain links to external sites. We are not responsible for their privacy policies or content.

## 8. Updates to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated effective date.

## 9. Contact Us

If you have any questions about this Privacy Policy or your rights, please contact us.